

STAGE  
SCREEN

PRICE 10 CENTS

RADIO  
MUSIC

Only Theatrical Newspaper on the Pacific Coast

# INSIDE FACTS Of Stage and Screen.

EDITED BY JACK JOSEPHS

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No. 11

## JOYRIDES BY HOLLYWOOD EXCES DUE FOR PRUNING

### 203-Piece Orchestra For L. A.

A symphonic orchestra of 203 pieces is being organized in Los Angeles to give a season of concerts for the benefit of unemployed musicians here.

It is claimed by its backers as one of the most sensational musical achievements in history, and is expected to outdo a similar move by Koss in New York and all other former such steps.

Income from the series of concerts, which will total 12, is expected to do much to alleviate the widespread unemployment conditions among local musicians since the talking pictures cut in on the in-person entertainment at picture houses.

Organizer and manager of the orchestra is Henry Schumann-Heink, Los Angeles business man and son of the famous singer. The move originated with the local Musicians' Union No. 47, and the Board of Directors of the union are back of it 100 per cent.

Start April 12

The local concerts will follow the lines of those established by Koss in his former 6400-seat house in New York. In addition to the orchestral numbers, there will be principals, both singers, and other entertainers in a general diversified program. And due to the number of talented unemployed musicians in Southern California and the music-loving nature of Angelenos, the local affair is anticipated as being a bigger thing than its eastern counterpart.

No house has as yet been obtained for the symphonic season, though it is understood a class downtown picture house will probably be the spot. The first concert will be given April 12, the hour from 11 a. m. to 12:15 p. m., after which those coming to the concert will be entitled to remain without further charge for the regular house program of screen and stage entertainment.

General admission will be \$1 (for which, says the sponsors, a concert will be given which has never before been duplicated for \$5) with a few rows of reserved seats, some 250 or so seats, at \$1.50. There will be absolutely no free list, and every dollar taken in will go into the musicians' relief fund.

In addition to the 203 men in the Orchestra proper, there will be 32 alternates. Practically all of those who will participate have had prior symphony orchestra experience.

If successful, these concerts will probably be made an annual event.

(Continued on Page 3)



**TED WHITE**

Opening March 30 at the  
**Ambassador Coconut Grove**  
WITH GUS ARNHEIM

### Big Cost, No Result, Slash Due

The so-called "joyrides" which droves of film excess are taking to New York under the excuse of searching for new talent are due for scrutiny and a rigid pruning, according to word here this week.

The picture-making "joyriders" who are seriously engaged in cutting the overhead of pictures are no longer falling for this racket, the report said, and hereafter only those whose trips to New York show positive and sizeable results will get a second jaunt east at company expense.

In the old silent days only the big figures in film production got these paid-for pleasure jaunts, and usually they had something to offer for justification when they returned.

But with the coming of the talkies, the door swung wide open for anybody, from prop boy to supervisor, to take a Pullman joyride if he stood in sufficiently well with the west coast studio chieftains. So prevalent has been the practice, that it has long been a standing joke in Hollywood, and even the publicity men in the studios talk with their tongues in their cheeks when they tell about them. They cover up the budget dig by sending out stories about the "highly successful trips," which usually result in the signing of some second-rate New York stage player, or the acquisition of a novel or magazine story which could just as easily have been purchased without arising from the executive desk in the studio.

As a matter of fact, there is enough loose talent in Hollywood right now to cast three times as many pictures as are being made, and the stories of the world knock at the film doors. And, insofar as the talent is concerned, it's higher class talent than can be found in New York, Paris, Vienna, or any other spot. It's here, waiting to be discovered, but chances are that that won't happen so long as directors, minor executives, supervisors and the other "in" men of Hollywood can promote themselves into nice, long comfortable rides and a whirl in the big city on salary and at company expense.

But, now, say the reports, the time has come for a reckoning on this score.

Moral: Even bankers can be saps, but not forever.

YOU'LL SEE IT IN FACTS

# Vaudeville Comes Back Strong In Northwest

## Outdoor News

By Ruby Cohen

SAN FRANCISCO, March 20.—Spectacular "Heads and Tails" is set for March 21 opening with George Schultz's band supplying the music for the ninth consecutive season.

Tanforan race track is opening too, on this March 26 with a flock of special horses at Alameda, to be staged. Forty special police officers will be sworn in to handle the opening.

Phil Sapiro's band and a big vaude show will be features of the Boat Show at the Civic Auditorium.

Livermore Rodeo Association this weekend Thomas Norton, president of the group and M. G. Callaghan secretary. Rodeo is set for July 3, 4 and 5.

Annual California raisin festival will be held at Fresno May 7.

Twentieth annual rodeo at Salinas has been set back for July 20 opening to July 22, running four days.

## LAND, CHAS. DON'T DO RIGHT BY STATE

With no stronger box office name than that of Charlie Farrell in its feature picture, Leo's State rodeo bumps during the last Sunday to the way down blue time of only \$16,750. The film was "Body and Soul" with Larry and the other corner, Elissa Landi, heading the cast. Will Hollywood never learn? On the other hand, Warner Bros. came to bat with a musical picture, "Viennese Nights," and an adventure picture, "Captain Applehead," to bolster its figures in both their houses. The former played at the N. Hollywood, and the latter took the latter took its \$19,500 down town.

On O's "Mills" got away to a neat five-day start of \$14,000 at the Orpheum, and the other RKO's "The RKO's" "Richard Dix" office "Dix" to the mediocre return of \$14,095.

Chatterbox's second week at the Paramount in "Unfaithful" was just a fair one, following an initial real big frame for the sophisticated celluloid drama.

Fairbanks drew fairly well in his last nine days of "Reaching for the Moon" at the United Artists theatre.

Norma Shearer's hotly and widely publicized "The Divorcee," "Strangers May Kiss," got away nicely at the Carle, drawing \$20,346 in its first six days.

"Trader Horn" continued to pull for the Chitain, garnering \$14,262 in its eighth week.

Pantagues had Greta Garbo in "Insensatez" for a \$13,490 week which is good, and the Criterion closed Jean Crawford's "Dance, Fool, Dance" for a neat \$3,999 in the last two days.

## AIK. Hall Is AIK Hall And That Is That

Al K. Hall, who played the RKO Hillstreet last week, came to inform that he doesn't want it widely known that he is the original Al K. Hall, has been such for the last 35 years, is married to that same wife who is the first and only Mrs. Al K. Hall, and that they have three charming children.

All of which we already knew, but we don't blame you for the outburst in view of the circumstances.

It seems that Al's wife, who is in Chicago, wrote him a letter including a clipping from a paper other than Inside Facts, stating "Al K. Hall" is playing the piano and other work on stage.

"Anyone using the name, other than myself, is an impostor, and I wish you could give me the space in your columns to so announce," Al declared.

You bet, Al.

## Hughes-Franklin Show Plans

### Not Ready For Immediate Action

**LINK ASTOUNDING AS IT MAY SEEM**  
By Frederick Palmer

I am eagerly responsive to all manifestations of life as presented in the movies and subsequent deeds of individuals; I am very much interested in observing the reactions of living organisms to the stimuli of their environment than in criticism of them.

I am a good audience for any reasonably able and admirable theatrical entertainment, using the term theatre in its broad and catholic sense and thus embracing all and sundry from a Punch-and-Judy juggle to the Olympic Games, inclusive of silent and noisy screen productions, the enterprise of the stage, circus, variety, street fairs, carnivals, burlesque, "little theatres," and so on and on, ad infinitum.

#### No Criticism

I offer no gratuitous criticism for the simple reason that criticism is advice made destructive with the twist of reverse English and he who volunteers advice has the right of two paths: he pours his ideas into deaf ears and thus wastes effort, or, if the ears be not deaf, the friendship of the hearer. For if the eventualities predicated upon the advice prove the accuracy of the advice, the recipient is under the thought another knew more than he, I, on the contrary, am a good audience for any reasonably able and admirable theatrical entertainment, using the term theatre in its broad and catholic sense and thus embracing all and sundry from a Punch-and-Judy juggle to the Olympic Games, inclusive of silent and noisy screen productions, the enterprise of the stage, circus, variety, street fairs, carnivals, burlesque, "little theatres," and so on and on, ad infinitum.

#### Prediction

I have offered no criticism of purveyors of theatrical entertainment, but I have offered advice, and the advice, automatically become a monkey which, in this instance, is an apt one. The monkey is a character, with the more modified term of false prophet.

#### Predicts More Work

Len Mantell, who is representative here for the Union Theatres, Ltd. of Australia, and who is in the Bert Levey offices, reports that things look good for many more acts to be booked from here to Australia in May and thereafter. Acting booker by Mantell for the overseas circuit was the Aero Adagio for the act sails on April 30 to the Sonoma.

#### TO REOPEN CHINESE

The Chinese Cafe on Wilshire Boulevard will reopen March 26 as the "New Club." Royce will play a revue to be staged by Bill Molejohn, who put on the floor show at the Pom Pom when his spot was at the height of its fame and drawing power. Buey's Hatters will be the music at the club.

#### BERNARD ON TRIP

Bernard of the RKO offices made a trip to San Francisco yesterday, returning to L. A. Friday.

#### BREAKING IN ACT

Irving Newhoff, assisted by Joey in rehearsing a comedy-dancing act which he will break in prior to going East with April 11.

#### MARCO GOES NORTH

Marco of Fanchon and Marco left for San Francisco Thursday, to return today (March 20).

back through the stage entrance it was a decided and reasonably profitable to its purveyors.

**Good Advice**  
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## CEBALLOS TO BE THEIR PRODUCER

Growing reports that Hughes-Franklin were considering adding stage shows to their offerings in the immediate future, were apparently definitely set at rest this week by information uncovered by an Inside Facts reporter.

It was declared on apparently unimpeachable authority that no such move was under serious consideration at the present time, though plans were being perfected for the addition of stage shows in about a year, or at a sooner date if a sudden change in conditions made them imperative.

**Wants Ceballos**  
It was understood that Howard Hughes is determined to get Larry Ceballos as producer if the H-F circuit puts in the show. Ceballos has just signed a new and better contract to continue producing for Fanchon and Marco. Prior to this signing, the story said, Hughes and Ceballos were in conference as to the status of fifth largest H-F show, and the date of the new F. and M. contract signed by the latter is not in conflict with the possible engagement with H-F later.

The Hughes-Franklin interests this week acquired 18 more theatres with a total seating capacity of over 20,000 bringing them up to the present status of 117 theatres.

**List of Houses**  
The new H-F theatres are in Washington, Oregon, California, Kansas and Missouri, and represent an investment of over \$1,000,000.

Included are the Mercury Circuit of 12 houses, Liberty, Capitol, the new Kaydora, Grand in Walla Walla, Wn., Liberty in Pasco, Wn., Liberty in Kennewick, Wn., Liberty in Sunnyside, Wn., Liberty in Victory in Tappanish, Wn.; the Liberty, Granada, and State in La Brea, Ore., the Wall in Bellingham, Wn., the Andrews in Olathe, Kansas; the Maywood in Fairmont Station, Kansas City, Mo., the Granada Independence, Mo., the Belvedere in Pomona, Calif., and the Nomar in Wichita, Kansas.

## 'PARIS IN SPRING' REOPENS ASCO-OP

"Paris in Spring," which opened to good business at the Hollywood Playhouse and then moved down town to the Majestic to a failing box office, closed Wednesday night to great due to reopen today (March 21) on a cooperative plan.

The action was taken when representatives of the players, musicians and stage hands met with the producers, Louis C. Groves in Walla Walla, Wn., and Lillian Albertson Thursday noon. Representing the actors was Perry Askew, the musician representative was Cecil Stewart, a stage hand leader; and the stage hands delegated was, New Jewks.

The co-op enterprise is planned for a two weeks stand, with approximately 80 people interested in the venture.

Maclean and Albertson are generally conceded to be the coast's smartest producers of musicals, having put over such hits as "The Desert Song," "Hit the Deck," etc.

Their closing at the Majestic was taken as another indication of the toll hard times are taking on the coast.

In explaining it Maclean stated: "In my opinion it is impossible to produce a musical on the coast at the present time to a profitable return."

The costs have increased approximately \$500 a week in the last year, while the admission scale remains the same or is lower."

**GRAUMAN CASTING**  
Sid Grauman will produce "Street Scene," the Elmer Rice play, at the Mayan on Monday morning, March 23, at 10:30.

## TRIDE HOUSES IN NEW-FLESH BANKS

PORTLAND, Ore., March 20.—Vaudeville and other in-Beth entertainment is very dull making a comeback in the northwest.

Theatre owners and managers who went strong for the all-screen policy when the talkies came in are now just as hot for acts to bring back the patronage they lost when the talkies ceased to be a novelty.

Sentiment among the exhibitors is that Hollywood doesn't give a hoot as to what happens to them or their patrons, and it's up to them to save themselves. They feel that picture people oversold them on the value of talkies, getting them to ditch their stage shows and then feeding them anything, mainly varying versions of "talkies."

"All Quiet" and gangster pictures. If pictures had held up to a higher standard it is that the reason for vaude would not now be so insistent. The rub comes in that the theatre men are still paying the higher costs of talkies, as for rental on the sound apparatus, higher rentals for film, etc., and are now forced to raise stage shows as well to gain back the amount of trade they had prior to Vitaphone.

But, whatever the reason, the in-dash trading post is certainly a bull market in the N. W. While vaudeville is still a novelty, it is held five years ago, insofar as small time is concerned, and acts which have been playing the quick-and-dirty ham-and-egg joints are now dusting off the old acts for the coming breaks.

From the looks of things at present, vaudeville in the northwest will soon get a rough landing. It held five years ago, insofar as small time is concerned, and acts which have been playing the quick-and-dirty ham-and-egg joints are now dusting off the old acts for the coming breaks.

## ROXY REPORTS ROXY REPORTS

Reports reaching here from New York say that the Roxy is one of the producers for all RKO units, with plans under way to play them in a circuit straight across the country similarly to the manner of now playing F. and M. and Public units. Roxy recently gave out a circular in which he built and which was built up on his name, to take charge of the new Roxy circuit (seller radio city, which will cost \$250,000, and will cover several cities straight across the country around Forty-sixth to Fifty-fourth streets, New York.

The theatre in the city will be the largest in the world, and will be used for radio and television broadcasting, as well as being suitable to accommodate thousands of people to witness the programs in person.

## Gigolo Rascal Spreads Like Nobody's Biz

How the Gigolo has hit California.

Following a story in Inside Facts' last issue telling how the Gigolo spread from Hollywood to the French Room of the Ambassador for a payoff with the French Room and the deb, the craze went wild like fire.

The Biltmore installed a Tango Orchestra last Tuesday, with X. Gesta conducting. They play every evening in the ballroom between 10 and 11, and there are Latinized unaccompanied men also present to dance with those who like their Gigolos.

In addition four calls were repeated by the emcee, and either management or otherwise interested, from San Francisco, to the hotel, and inside Facts, and trying to get the details on how to start the Gigolo racket.

# Wm. Fox Reported in Control of Columbia

## About People

Ruth Weston's option has been taken up by Radio Pictures as a result of her work in her first film, "The Woman Between."

Jacques Lory and Arthur Hurns, French actors, have been signed for Radio Pictures' French version of "The Woman Between," formerly called "Madame Julie."

Herbert Brenon has returned to work at the RKO studio after an extended illness.

Marshall Neilan is to direct Mack Sennett's "Ex-Sweeties" for Educational.

Ivor Novello, London and New York stage player, has been signed by Metro-Goldwyn-Mayer as writer and actor.

Dorothy Appleby has been signed by Metro-Goldwyn-Mayer.

Richard Bennett, veteran stage star, and father of the Bennett Sisters, Constance and Joan, has been signed for a role in Marion Davies' "Five and Ten."

Jack Conway is to direct William Haines in M-G-M's "Dancing Partners."

Jane Talent, ingenue, has been signed by Radio Pictures for a part in "Richard Dix vehicle," "Big Brother," RKO.

Dorothy Peterson has been added to the cast of Radio Pictures' "Traveling Husbands," being directed by Paul Sloane.

Monte Katterjohn has been added to Educational's comedy cast as writer, and will start to work on an original story of New York underworld life, tentatively entitled "The Gangster."

W. R. Burnett, author of "Little Caesar," "Iron Man," etc., has been engaged by Howard Hughes to work on the film treatment of "Scarface," an underworld story which Howard Hawks is preparing.

Barney Gerard, eastern writer and producer, has arrived from New York to be associated with Chesterfield Pictures at Tec-Art.

Glenn Tryon started his sixth Educational-Christie comedy at Metropolitan Sound Studios this week, under the direction of Harold Beaudine. Betty Ross and Vernon Dent have featured roles.

Rudolph Flotow, vice-president and general manager of Rogell Productions, Ltd., has returned to New York after a trip to Hollywood, having booked screen rights to Jack Laiz's "Gangster Girl."

Reuben Manoulian has signed a new directing contract to make pictures for Paramount.

Richard Thorpe has been engaged by Chesterfield Pictures to direct "The Inside Story," which goes into production soon at Tec-Art.

## PAT DENIES IT BUT NEW CONTRACT DUE

Pat Casey is in town. His offices are at the Roosevelt, and there, according to Pat, he is doing nothing more vigorous than organizing the annual N.Y. relief drive.

By other sources say, and say so emphatically that contention from Pat is taken with much haste, that one of Casey's real purposes here is to negotiate a new contract and working scale with the Sound Technicians, Pat acting in concert with William Barres as special representatives for the picture producers.

The negotiations are understood to be well along, and progressing satisfactorily. First of the meetings was in New York five weeks ago.

## LEGIT CASTING HEAD

Ben Ketchum has gone into the office of Lichtig and Euendler, Hollywood agents, as head of the legit casting department. Ketchum was formerly a stock producer, recently producing in the Middle West.

## ADVANCE CAR OPENS

The Barnes Circus advance car opened up this week, with several of the boys of the front. Billington Union board, including the car manager, John Brassel, of Local 32.

# Lady Picture Player Takes Lad From Caliente—Also All the Dough

## NOW RING S ON TRAINING CATS

This is the story they currently tell at the Embassy Club and at other social spots when that time has come when film celebrities tell their right names and producers something about how they made their first \$1000.

Our story, as the studio penman says, opens in Agua Caliente, where all is bustle and excitement over the coming big handicap event of the year.

Halliday, in a corner, grim-lipped and with other attributes of Meade, are a syndicate of gamblers. Dialogue concerns prospects for a clean-up on the big event, and just Hollywood is the chosen spot for the harvest.

Our hero! In the group (put the spots on him, please) is a youth of handsome appearance (the type all know who starts in bad company but later wins the leading lady for a chinch fadout).

He, the chosen man for the firing line, for, with his intriguing eyes and chiseled lips, how could any girl star refuse to let her cheeks on the "sure thing" he will tell her about. So he is given a hefty wad, some \$50,000 or so, and we—

Next Sequence Fadeout! and into a hectic night spot of Hollywood. Here we discover our youth, and in his company is a lady whose name was once big in picture lands, and who is still an active habitue of Hollywood's inner circles. Our sequence develops a damning love interest, and after the usual pass scenes, we discover her in his arms, and she, the boy and girl, are the ones of undying love. Fade-in on a quiet wedding ceremony, and then a few shots of the couple escaping elopement.

A rapid cutback to Hollywood, this time in a hotel. Here we discover other scenes from the syndicate, hip pockets bulging with gats, and fire in their eyes. They don't mind the boy and girl, but man oh man, how they love all that syndicate money he and the film celeb are now spending in the pleasures of a honeymoon.

(Second episode to follow—maybe.)

## CALIFORNIA GOES TO VAUDE POLICY

SAN DIEGO, March 20.—The California Theatre here has returned to a vaude policy, with five shows booked in for Saturday and Sunday dates.

The house, which was formerly a Bert Vaux spot, is now in the Fox chain.

The first vaude show, which began March 14 and 15, was Harry Holman and Billy Dwyer for headliners.

The house is booked by Earl Keate of the Los Angeles Fanchon and Marco offices.

## CEBALLOS RE-SIGNED

Larry Ceballos has signed a new contract with Fanchon and Marco. Ceballos, who was reported being sought again by Warner Brothers to produce stage entertainment, which they intend to revive in one or both of their local houses, signed on better terms than his prior contract with F. and M., one item stating he is to have full charge of his own units.

## BUZZELL ON TRIP

J. W. Buzzell, secretary of the local Labor Council, left Tuesday of this week for Sacramento, where he will work in behalf of several labor legislative matters. C. J. Haynes, of the Milpitas office, is handling the office during Buzzell's absence.

## TALKINTEES START

Mantell's Talkintees, a new series of pictures, has gone into production at the Fowler Studios, to be known as the A. D. W. Production. It is a narrative cast. The first to be known as "The Daze of '49."



## ERNER AND FISHER

This duo offers a class of comedy eccentric dancing that makes them show-stoppers wherever and whenever they appear. They have that dumb pan snuff down to a farce-why, and if an audience isn't near the hysteria point before they get through offering their wares it's because the customers are blind. A great bet for talking pictures, Erner and Fisher have played with four Public units, "Flying High," "Vanity Fair," "Jazz Butterflies" and "On With the Dance," and with two Fanchon and Marco units, as well as in vaude. Currently they are appearing at the Paramount with the "On With the Dance" Public unit.

## Ted White Is Rated As One of Ace Tenors

Ted White, whose picture appears on page one of this issue, sings easily as one of the foremost tenors specializing in pop songs and ballads in this city. He has won to this point not only through his clear, high vocalizing, but by reason of his ability to grasp the soul of a song as well as the melody. This gift marks the line between artist and craftsman, Ted White scoring in the former class.

He came to Los Angeles from Willows, Calif., class night club in Reno. A big timer himself, his appeal reaches the same class of people in other fields. For the past year White has been a strong bid draw at KJLH, where he was featured solo, winning an enviable position as air entertainer de luxe.

On arch 30, Ted White appears with Gus Arnheim's Orchestra at the Hotel Ambassador, Coconut Grove, where he is being billed in lights and lobby displays as featured vocal soloist. His many friends in picture circles will welcome him at this spot.

## FERRIS HARTMANN SHOW DOESN'T MARCH

Ferris Hartmann, whose last local effort was a floppy try for a musical comedy season at the Shrine Auditorium, opened a musical show, "Honeymoon Isle," in Pasadena last week.

The show was run on the commonwealth plan, the cast including 30 people.

Just two days was all it could last out, only \$1200 coming in the box-office for this briefened stanza. Then it disbanded.

## HANDLING NVA DRIVE

Pat Casey, assisted by Sam Myers, is handling the annual NVA benefit drive for Los Angeles territory this year. They have opened offices in the Roosevelt Hotel. The NVA week will be April 4 to 11, with the big all-star benefit show to follow at the Shrine Auditorium, April 22.

## FOUNTAIN TRANSFERRED

Lester Fountain, who was Fox West Coast city manager at San Diego, is now city manager for Fox at Long Beach. Fountain has been with the Fox organization for the last ten years.

# WANTED: LANCE WITH W. B. VS. PAR.

William Fox has quietly bought into control of Columbia Pictures and recently tried to swing into an alliance with Warner Brothers to fight Paramount, reports this week declared.

However, it was stated, the proposed alliance fell through because of failure to get money which was expected from Tammany sources by contact with Mayor Jimmy Walker, who is now on the coast "for a vacation."

A. C. Blumenthal, Fox's right hand business man, and Harry Warner were said to have sent Jimmy Walker out here for the purpose of effecting the tie-up with Warner Brothers.

## On Spot

But the Tammany bunch ground their axes for Walker as soon as he left New York, putting Fox and Warner on the spot for the future. They needed to battle against the Public interests. Tammany's grudge against Mayor Chicago, it is because he is reputed to have threatened a party split, due to a political falling out with Al Smith.

Any now, says the story, the Warners feel that any fight with Paramount would be a very foolish thing. Chicago, it is thought, is the first move being consummation of a contract whereby the W. B. Vitaphone shorts will be played in practically all of the Public houses.

## Clarke To Finance

Other developments in the business end of pictures this week included a report that Harley Clarke, Fox president and a big public utility man from Chicago, is making an undertaking to finance the \$55,000 in outstanding notes against Fox Film, under some other way is found. The notes are due next month. An additional \$20,000,000 is needed for the Fox Film. Clarke is understood to have also undertaken to advance this sum personally, if not forthcoming elsewhere. Clarke is rated to be worth well over \$150,000,000.

# REPORTED: PARAMOUNT MAY BE MERGER

West Coast executives of both Educational and Tiffany were still under the impression that the proposed Tiffany-Educational-World Wide merger.

One rumor in circulation was to the effect that Paramount might enter the deal with a releasing offer for the Tiffany product and possibly for educational films as well, but this report was generally considered just one of those Hollywood rumors.

Meantime both Tiffany and Educational were absolutely quiet, with no production in progress at either spot, and executive offices closed. Insofar as Educational was concerned, it was the regular end-of-the-program shutdown, with reopening of activity due about the middle of the month. Tiffany was just a plain shut-down pending developments.

## EVA WITH P. & M.

Eva Mantell will open with Fanchon and Marco's new vaude unit, in about two weeks.

## M-G-M REPORTED AS PLANNING BIG HOUSE

M-G-M is planning construction of a \$1,000,000 theatre in Havana, Cuba, according to word current here.

It was stated that the tourist business in Havana is going to make this spot a strategic and important point for the major film companies, as the resort attractiveness of the city is increasing. M-G-M is planning to put up a house that will give them the jump on all such competition.

## TO PLAY VAUDE

Lew Goldberg, a Chicago agent who arrived in Los Angeles two weeks ago, has taken over Mission Theatre in Long Beach, and is spending \$15,000 on improvements and renovation. He will play the spot a vaude for a full week, booking through the Bert Vaux offices. Goldberg has closed his Chicago residence, and is concentrating all his attention on his coast interests.

## ORCHESTRA OF 203 PIECES ORGANIZING

(Continued from Page 1)

Care has been taken by the sponsors to avoid conflict with the city's enterprise. The season comes between the closing of the Philharmonic and the opening of the Hollywood Bowl. Hearty endorsement and cooperation has been obtained from all leading civic organizations, and clergymen, who might object because of the conflict of the concert hour with probably become an annual event.

The picture leaders have been particularly helpful, amongst other things throwing open their libraries of music. Warner Brothers-First National, Paramount, M-G-M, Fox and the others are mentioned in this respect. With this aid two funds are now working on arrangements for the 203 pieces.

The programs will be broadcast, though over what system is not yet set. Each concert will be under sponsorship of a name leader, though some will be comparatively newcomers to the coast, and there may be some duplication. One rumor has it that Alfred Hertz, of the San Francisco Symphony and instigator of the Bowl concerts here, may be the first.

With the rapid return by popular demand of in-the-flesh music, the income from these concerts is expected to give such a boost to the local musicians' unemployment fund as to tide over the intervening period before a return of before-tale musicality.

## IN UNION

The Los Angeles Musicians' Union No. 47 is the third largest in America, with a total of 4200 men. New York leads with 12,000, and Chicago is second with 8000.

Of the 4200 in the local union, some 500 are estimated at the present time to have steady employment, and 1900 work now on the street. The rest are finding the going hard.

Leisheit Schumann-Heink in promoting the benefit are Mrs. Leila Altheimer Irish, noted for her Hollywood Bowl activities; Donald Feeding, general advertising manager for Union Oil, and others prominent in Southern California unions.

## SUCCEEDS DAILEY

Sidney Schallman is in charge of the Bert Vaux bookings, succeeding general Dailey. He is expected to go into the RKO booking office.

110

# SITTIN' ON THE BENCH

Paul Remos and his three mid-gets of various sizes show their acrobatics on merit. The little guys are A-1 stunt men, working smoothly in all their sensational tricks. The flash finale brought on the line again, this time in track suits with a letter on each sweater that spelled out the name of the Idea as they went through their paces. A fencing number and finish on a set of trapezes brought the show to a close. Gae Foster did a fine job of the Olympic Games.

## FOX San Francisco

(Reviewed March 13)  
Current Fox Follies had the first comedy these locally produced stage shows have had and, additionally, represented more of an outlay for principal talent than previous productions have shown. At this show proceedings were geared up to the fast pace they have had, but that was a matter that a little shearing undoubtedly fixed up.

Show started with Walt Roesser and Orchestra overturning "Echoes of Old Berlin" arranged by Earl Sharp. Number had several stage interludes where the vocal ensemble got a chance to work out, and was well received.

Spotlight, shifting to the pit, picked up Joannine Gine who sang "I Surrender, Dear" and was forced to his usual end.

Stage show produced by Anthony Nelli opened with a Colonial episode, and then Bert Kelton came on in one to do her hilarious Spanish and Spring numbers and trombone offering. A little early in the show for her to click heavily, but she did well enough.

Tableaux had Abe Bloom singing "Little White Lies" while the voices and line did the story. Johnnie and Edna Torrence then on for an acrobatic ballet dance that drew the applause.

Born and Lawrence, next, doing their well known songs with gestures and the usual line of comedy stuff they have done here before. Closing was "Beautiful" with Bloom singing and all on stage.

Plenty of laughs in the feature picture "Connecticut Yankee" and business was more than good. Best of the Silly Symphony, "Birds and a Feather," yet to hit a local screen and newreel completed the bill.

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## PARAMOUNT Seattle

(Reviewed March 12)  
"At Last I'm Famous" Fanchon and Marco's show at the Seattle Paramount Theatre, was a generally well received, with a few high spots. The show, of the "Song of the Fool" features, although it lacked the snap and outstanding features which marked the few preceding Ideas.

Ed and Morten Beck, perennial vocal headliners, had the top spot and registered strongly with their vocal work, with a long high jump of Baby to Frank's one hand closing the act for his applause.

Thomasta and Cleo, a vocal duo, worked well, and Thomasta appeared in a solo acrobatic number, which was well received.

Specialties opened with Three Brown Brothers, fast-stepping trio of colored boys, who got the act away to a good start.

Line was marked by work more marked by a gun drill, the most unusual of its offerings. Closing brought the focus on a near-pit flash that opened the customers' eyes.

Hermie King, starting his farewell tour, ended the show with a number that he had to start the band on the next number to stop the applause.

## PARAMOUNT THEATRE Los Angeles

(Reviewed March 19)  
The show opened with clackers at the Sixth Street house this week. They act with dancing—and how; say, about the near-pit flash that opened the act by the "On With The Dance" unit. The pair to read the reviews, the applause, the best is Erner and Finer, mixed duo.

The opening, an Everglades impression in full stage, brought on that big favorite, the dusky crowd George Dewey Washington who tenored "Chloe" in his usual nagging line to prolonged applause.

Twelve Fred Evans Girls in snappy costumes followed with a combination of tap and routine. Gine and Wilks on next to give an okay exhibition of tap and acrobatic, working together as one man.

Then the mad eccentricities, Erner and Fisher let loose their dance antics, including a bit of stepping on choruses. None of it was very vigorous entertainment and her efforts were only mildly received at the matinee showing.

Then the mad eccentricities, Erner and Fisher let loose their dance antics, including a bit of stepping on choruses. None of it was very vigorous entertainment and her efforts were only mildly received at the matinee showing.

Brower and band scored heavily when they did "King's Horses" (featuring a battalion of street sweepers and Jay and Patsy) in a laugh horse offering in which Brower played the head and Smith the well, there was only one other end. Boys absolutely cleaned up on this one.

Don Smith got over, too, doing "Waiting For Ships" and taking an encore. Came back later on all four in a full dress and a long low bit of his. Patrick took and did a few of his.

Limberlegs Edwards put over his drunk scene in great style for the show's hit, and Nelson and Knight sold their gags and other stuff well.

The community sing king, McHertz, was at the organ console and put over his song best in a big way.

## WARFIELD San Francisco

(Reviewed March 13)  
As a rule, the act at the F.M.U. "Golden West" idea, Rubi Wolf and band were in the pit for the customer's eyes, and a long high jump of Baby to Frank's one hand closing the act for his applause.

Individual hit of "Golden West" was Anne and Edna, who worked 'em with his vocalizing of "Ro-Ro-Along Along." He was forced to do a number or even five a flock of boys.

Chief Eagle Feather, who is as familiar to the market street at the Ferry building, did a tribal Indian dance and a hard show number, "The Last of the Scenery" in the Indian sequence was exceptionally well received.

Bea Ho Gray did a little knife throwing, rapping, gagging and bantering to round out his snare of the entertainment, and "Valeria Wade" closed the act with a "Vaudeville" number.

## FIFTH AVE. THEATRE Seattle

The screen attraction was Anne Harmon in "East Lynne" and Owen Sweeten and his Washingtonians scored with their comedy and well played elements of popular tunes. Particularly pleasing was this versatile group's first one of "Grand Opera." Sweeten's trampet solo was the highlight of the last named show. An elaborate style show was also presented.

## FOX THEATRE Seattle

On the screen, "Mother's Cry," with Dorothy Peterson. The screen attraction was Anne Harmon in "East Lynne" and Owen Sweeten and his Washingtonians scored with their comedy and well played elements of popular tunes.

## RKO GOLDEN GATE San Francisco

(Reviewed March 18)  
Second of the new eight act bill; the show included a lot of satisfactory talent and was a considerable improvement over the first week's show. Opera reviewed was the first one and probably ran a lot longer than preceding ones, since house management's desire is to get the locally booked acts long to six minutes and to cut as much out of unit acts as can possibly be. The eight acts ran a full hour and a half, and one turn did about as well as another. No one endured. Locally booked was Ken Kennedy, a Vlasnik Sabat dance quartet; Nims Trio, dancers and acrobats; and Edna and Ellis, mixed comedy.

might well with their gags and songs, but it remained for Phil Harris, hooping youngster, to clinch proceedings. He tied the thing up in his act that included a staid staircase number and another bit of fast hoofing. Good stuff.

Art Frank, as before mentioned, had a lot of show to follow, but the veteran delineator packed a punch in his act that included a bunch of laughs, dancing and sex appeal by Vivien Peterson, singing by Arnold Gluck and Tiny Tina and music by Frank's orchestra; six Yankee Volunteers.

Gilbert Bros. opened the show with a very impressive display of horizontal bar work and other gymnastic stunts that stopped heavy applause. More than satisfactory.

Ken (Hobart) Kennedy was up in sixth spot with a flashy display of bar work and other gymnastic stunts that stopped heavy applause. More than satisfactory.

Kane and Ellis pulled a lot of laughs with their gags in fifth spot, and the Vlasnik Sabat act projected Russian dancing that featured excellent costuming. Jean Boydell, in third position, worked hard with her barbeling of various dances and songs, and Panny Brice-Isis, but still well received. Nims Trio, two youngsters in tap and toe dancing, and a youth dressed and checked up well on appearance.

## RKO THEATRE LOS ANGELES

(Reviewed March 19)  
Al Erickson and his band of RKO-lanes pushed off with a very big picture that had plenty of gags, a pep on that account. St. John's Trio are three collegiate boys who did a half hour of routine containing a few new tricks that they sold with good results.

The boys worked smoothly, not interrupting their routine with muffs, which were down to a minimum for this type of act. The act is well dressed and checked up well on appearance.

Jay Jamieson, billed as the "Princess of Today," lived up to his billing by stepping into a series of capably executed dance routines. He has class and personality and a breezy line of informal chatter that won good response from the house.

The George Pittorino number was a request RKO impersonation was his most notable number. Hugh Johnson, working with a nice looking fem, turned out some card tricks that failed to stir the house, but got away better with his novelty ring tricks. Six male vocalers, the Rangers, offered four harmony tunes in a special campaign of their closing song, a medley of hits from the show's repertoire, and all of it was good.

A couple of comies, Melmo and Dan, did a half hour of comedy with the customers. Melmo got a many laughs on his high hat opera singer bit, but he did on his egg song, and they were coming to a close.

Joe Browning's dumb-pan parson, opening with a song and a gag into his lecture, had a good one punctuating his act with gurgles.

## Harrison-Wallack STUDIOS DREXEL 6544

New Location—2504 W. 7th Street  
STAGE AND SCREEN TRAINING  
SPARKLING MUSICAL COMEDY  
Now Being Staged by Mr. Edward N. Wallack  
Interviews Given Mondays, Thursdays—2 to 4 P. M.

Browning clicks over and over again with his turn.

The nine Nikutas have six speedy tumblers and acrobats and three bit players in a stage footlock. The act that showed what a hand and eye dexterity team can accomplish with a closing act. They held 'em in their seats till the last bow.

## RKO THEATRE Seattle

(Reviewed March 13)  
Top honors undisputed went to Gall-Rini and his Sister Vittoria. They opened with a medley of pop tunes played on accordions. After a well-known accordion classic Gall-Rini stepped out and played a variety of horns. Vittoria assisted with trumpet and sax. This act displays real showmanship and it proved a show-topper. The applause was long and loud.

Elly Kaly and the Paige Sisters, assisted by Edith Haran and Geraldine Woods, collected plenty of applause. Then Dad Wyrtlo gave us a few steps that George Pirminov assisted with. The 63-year-old Wyrtlo, a stock tenor and plenty of a buff, offering that clicked plenty, and he took the lion's share of the applause.

Quartette of gals were mighty easy to keep them from getting the bill with a well-executed, speedy toe dance. Then Dad Wyrtlo gave us a few steps that George Pirminov assisted with. The 63-year-old Wyrtlo, a stock tenor and plenty of a buff, offering that clicked plenty, and he took the lion's share of the applause.

The Three Swifts, in the closing spot, put over comedy and a jug-bug. The act was a real sensational. Exceedingly clever and their bit went over well.

The act was a real sensational. Exceedingly clever and their bit went over well. The act was a real sensational. Exceedingly clever and their bit went over well.

## LOS ANGELES (Reviewed March 15)

With the girls holding the spotlight, the act was a real sensational. Exceedingly clever and their bit went over well. The act was a real sensational. Exceedingly clever and their bit went over well.

Opening with Taylor and Taylor, a mixed team offering everything from a bit of light opera to costumes taken from their banjos, the show got under way to a slow start; the act boxing off to a poor haul.

Pablo, placed in the deuce, is evidently new to vaude. Card manipulations, Indian club, and a juggling act, failed to make an impression, due largely to the noticeable lack of showmanship and proper connection.

Hurke and Burke followed with a variety specialty. Contributing the regular line, rope, juggling and knot tying, they registered solidly with the fans. Using eight spinning ropes suspended from a hula skirt, all ropes being kept in motion by the wiggling antics of the male member of the act, they took up to a big laugh and much hand clapping.

Book the fourth position, Cherry and Bush, man and woman team, had a tough time making the grade. Dan and Melmo, rated high by the customers, Melmo got a many laughs on his high hat opera singer bit, but he did on his egg song, and they were coming to a close.

Joe Browning's dumb-pan parson, opening with a song and a gag into his lecture, had a good one punctuating his act with gurgles.

## FILMARTE 1228 Vine Street Hollywood

Now playing—Swedish film made in STOCKHOLM  
"The Dream Waltz"  
Romantic love-drama.  
Songs in Swedish tongue, remainder runs Swedish with English subtitles.

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Representative

## IN-FLESH TOTAL GOES UP TO PEAK

SAN FRANCISCO, March 20.—Flesh entertainment in local picture houses reached its peak during the past week, when more musicians, dancers, singers and acts than have been working in the past two years were used. Including producers and their assistants and organists, and exclusive of stage hands, total was 310.

Check-up on these seven S. F. houses and the shows revealed a striking departure from the big-saluted acts of two and three years ago; substituted, instead, were larger groups of smaller-salaried people making up the vocal and dancing ensembles of the current productions.

**Fox Tops List**  
Fox Theatre, with locally produced Fox Follies, topped the list with 100 people—fully a third of the total group—on that house's payroll for the week just completed. Orchestra, including conductor and organist, had 37 men, while on stage were 24 girls, 30 singers, six principals and several producers and assistants.

RKO's smashing return of stage shows to the Orpheum and augmentation of regular unit shows at the Golden Gate constitute that firm's contribution to the rebirth of flesh. A total of 68 entertainers were paid off at the Orpheum, including a line of girls, vocalists, principals, producers and an orchestra of 17, with a director and organist. Eight acts of vaude at the Gate had 18 people on the stage and 16 pit musicians.

**36 at Loews**  
Sixteen musicians and a line of 12 girls and 8 principals in a Fanchon and Marco Idea totaled 36 people for Loew's. Meanwhile, while Fox-Paramount had an orchestra of 19, counting conductor and organist, Fox El Capitan, with a line of 16 girls, 10 musicians, an m. c., an organist, six visiting principals and a producer and assistant, made up a payroll of 35.

Capitol, burlesque, with 30 principal and chorines and an orchestra of seven, had a total of 37.

**RUSCO DIES**  
OAKLAND, March 20.—Another of the old time minstrels, Willett Rusco, died at his home this week after a short illness. He had observed his 74th birthday only a few days ago. During the past 12 years he brought many road shows into Oakland. His widow, Belle Rusco, was his former stage partner.

In all the West you'll find no theatrical hostelry so modern, so luxurious, so reasonable as the . . .

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**SAN FRANCISCO**  
OAKLAND, SAN JOSE, SACRAMENTO

## Market Street Gleanings

SAN FRANCISCO, March 20.—Looked like Fox day in front of the Warfield building . . . Chief A. M. Bowles . . . Booker Ray Chapman . . . Frank R. Newman, of Oakland . . . Jack Ryan, of Vallejo . . . Ray Duddy, of Salinas . . . Art Miller of San Jose . . . Charlie Thall . . . Al Warshawer . . . Bert Colley . . . All representing the executive department . . . while Bob Lee, Sam Stief, Louie Flint, Elmer James, Harold Harris, Art Landau, Bud Gorman and Emil Sturmer lounge about between band numbers . . . Peggy O'Neill drove by and tooted that Buick horn . . . Bill Hutchins ambled down the avenue, an apple in one hand, peanuts in the other.

Irving Sinclair has opened an art school on Turk street . . . Weasel Johnson's peanutt vendor hat has mysteriously disappeared but no reward is offered . . . Torrey "Buttercup" Roberts is very indignant these days . . . Harry Stewart, the young Bear Drummed, a symphony in blue . . . Al Bergen, drawing a huge glass of tomato juice . . . which is evidence in itself . . . the rumor is that Don Waite, orange blossoms and some lucky girl are synonymous . . . the Jess Normans are awaiting a blessed event . . . Ellis Arkush o. o. s. Dick Spier's live animal display in the 1st. lobby . . . comes an offer by phone to be sold for one week stand in the front page of the same lobby . . . Charlie Koerner in the William Taylor lobby . . . Al Pinetti has one of the most seductive mustaches to adorn a local lip . . . Val Valente's is no pickier either . . . Sherman Little and Angie Schultz taking on a load of cheese and salami at the Root Garden . . . not forgetting such other customers as Sam Shorridge, Jr., the Gus Olivas . . . Pop Kennedy . . . Joe Zohn . . . Clara La Verne . . . Wally Landis . . . Jim Westbrook . . .

Ray Milholland is shopping for a pair of white-striped pants to wear at his forthcoming wedding . . . Hermie King, back from Seattle, and chinning on a street corner with Jo Mendel . . . Rufe Blair is all over his recent engagement at a local hospital . . . Mike McDonnell economizes by smoking these cigarette smokers . . . Tubby Garop peddling his tunes . . . Bud McChelland new spats, or were they just cleaned? . . . Kitty Phelps of the Lyons and Lyons agency is in town while her better half, Hobart Kennedy, plays the Golden Gate . . . you can believe it or not but Allen Drady spent all Saturday night in a canteen seeking atmosphere for his new book . . . Bill South was visited by the horse marines . . . the grandest noise in the Kress building; Harry Powell "whoa" . . . Sam Griffin, the minstrel man, on a Powell street car . . . Jay Brower bought one of those economical roasters . . . outside of three or four garage bills has really saved a lot of money at the RKO for a visit . . .

Davey Jones is not to play a return date in Des Moines . . . "Limberlegs" Edwards has returned to Los Angeles to start out in a new idea . . . Bert Browning busier than a sackful of monkeys . . . Oliver Germino and Claire Morrison to Agate Caliente to make hey hey . . . Jim Foley has a box of black-eye paint for sale or trade . . . Nell Crowley passing in the press at the Gate . . . Lloyd Thompson and Katherine Hill crittering RKO's eight vaude acts . . .

## HENRY DUFFY TO REOPEN ALCAZAR

SAN FRANCISCO, March 20.—Henry Duffy is set to reopen the Alcazar Saturday night with Joe E. Brown in "Elmer the Great." Emil Bondeau is with Duffy as manager of the house.

Alcazar closed several weeks ago when the red-headed producer could not find available play and star material to combat the Lenten depression. Now he is tentatively slated to bring in Frank Craven from El Capitan, Hollywood, and later Charlotte Greenwood.

## AT WALKATHON

SAN FRANCISCO, March 20.—Three Rhythm Girls and orchestra are playing at the Walkathon, Sacramento, prior to a summer resort engagement they expect to accept.

## DON WAITE RESIGNS

SAN FRANCISCO, March 20.—Don Waite, manager of the Marion Davies Theatre here for William B. Wagoner, resigned to go into advertising business for himself. Gordon Sullivan replaced him. Florida McKee is in the Wagoner employ again as secretary.

## KING GETS WELCOME

OAKLAND, March 20.—Hermie King had a big welcome home week when he reappeared at the Fox Oakland after 12 weeks at the Seattle Paramount. Frank R. Newman went great guns on King publicity and exploitation breaks.

## Downyflake Shop "Just Wonderful Food"

Headquarters for the Profession 2 Doors East Warfield Theatre 978 Market St., San Francisco

## ESTELLE REED STUDIO

Special Limited Company "The Musical of the Fox" 160 Geary St. Phone Phoenyx 0812 SAN FRANCISCO

## 10 Acts Vs. 8

SAN FRANCISCO, March 20.—The battle for vaude supremacy is in full swing.

Following RKO's hallooing on the 8-act policy, Loew's Oakland, Fox house, playing the Fanchon and Marco Ideas, is billboarded "10 Acts."

Now it's RKO's move again, and rumor has it that they are now going to hit hard on the "Big Time" angle.

## ORGANIZE COMMUNITY

SAN JOSE, March 20.—Community Theatre Association has been organized here with Judge Percy O'Connor president, and "Moonlight Angel" selected as the first play to be given at the Woman's Club March 20 (today) and 21. Ralph Phelps is stage director.

## ON R-K-O PUBLICITY

SAN FRANCISCO, March 20.—Waite Johnson has been added to the R-K-O publicity staff, coming from the copy desk of the Examiner's theatre department.

## DAVEY JONES BOOKINGS

SAN FRANCISCO, March 20.—Davey Jones was rushed into "Love Letters" Idea at the Fox Oakland for a week. Following that he splits a week between San Jose and Fresno and then opens at the Fox El Capitan.

## BANCROFT IN S. F.

SAN FRANCISCO, March 20.—Ford Bancroft, player in Dick Wilber's stock company at the Liberty, Honolulu, arrived here this week from the Islands with his bride, the former Mildred Ayer, of Honolulu. The couple left immediately for Los Angeles.

## McCOWN STUDIO OF DANCING

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Aerobic, Stage, Tap, Rhythmic, Ballet and Ballroom Dancing  
Reserves for the Theatrical People  
Private Lessons by Appointment  
Children's Classes Saturday, 11  
Young People's Class, Even, 8 to 11

## STAGE SHOWS IN AGAIN AFTER YEAR

OAKLAND, March 20.—On a straight picture policy for more than a year, Fox Grand Lake returns presentations in about two weeks when the Peggy O'Neill stage shows go into the house.

Fox Grand Lake gives Miss O'Neill three weeks in this section, including seven days at the Fox El Capitan, San Francisco, and a week split between San Jose and Fresno.

Reported that stage shows may go in Stockton and Sacramento but there's nothing authentic on this.

## HAS BIG SCREENS

SAN FRANCISCO, March 20.—Louie Greenfield has installed magnascope screens in his New Fillmore and New Mission theatres.

## JOIN BURLESQUE

SAN FRANCISCO, March 20.—MacKey Mayes, blues singer, and Lou Devine, comic, have joined the Irons burlesque troupe at the Capitol.

## RUTH HEYWORTH

Producing Her Rhythm Revue  
**CAFE MARQUARD**  
San Francisco—40th Week

## HIRSCH-ARNOLD

**BALLET MISTRESSES**  
created and costumed all dance numbers now on tour Fox Circuit with F. & M. "Brumet's" Idea  
**STUDIO—545 STREET** SAN FRANCISCO

## DAVEY JONES

**THE STUTTERING HOOFER**  
Pinch Hitting This Week—"LOVE LETTERS" Idea,  
Fox Oakland—Next Week, San Jose and Fresno  
Then Fox El Capitan—San Francisco

**KRESS BUILDING**  
935 Market St.  
Phone Douglas 2213

## ROGERS PICTURE IS TOPPER FOR WEEK

SAN FRANCISCO, March 20.—A satisfactory run of pictures held box offices up to an okay level for the past week, the Fox with Will Rogers in "Connecticut Yankee" topping all others. Laugh picture with an assisting stage show drew \$39,500 into the box office. "Doctors' Wives" is currently holding the screen.

RKO's Golden Gate drew top figures with its initial weeks of eight vaude acts and a first run picture. Customers, past into the house and seemed to clinch this as a permanent policy for the theatre. Fox's "Body and Soul" was no pushover for the Warfield, that house doing only fairly well with an F. and M. Idea and Rube Wolfe in "The Picture" \$20,000. Lawrence Tibbett in "The Prodigal" is now on.

Pat's "Rango" opened at the Fox Paramount and built up until closing day found \$16,500 in the box office. Picture looks like the house of the figure \$20,000. Lawrence Tibbett in "The Prodigal" is now on.

Fox California continued at low figures with "It Pays to Advertise," doing hit \$8500.

"My Fox" closed at a fair \$8500 for Warner Bros. and "50,000,000 Frenchmen" looks like it might clean up.

Orpheum had Radio's "Millie" which did an okay \$18,000 on the week and is in for the second seven days with a stage show assisting. "Bachelor Father" next, instead of "Dracula," as previously intended.

## TAKES OVER HAYES

SAN FRANCISCO, March 20.—Jack Cluxton has taken over the darkened Hayes Theatre, 259 cent neighborhood house, and will reopen it this week on a picture policy. Twenty cent top. Cluxton was formerly with the Fantares interests and later managed El Capitan for Ackerman and Harris.

## ADDING

to my PICTOGRAPH business which by the way, is growing by leaps and bounds, I am making reproductions of photographs and layouts in any size or quantities. Miniatures are the most popular and the least expensive, making a very attractive professional card.

Watch for announcement of new address, but in the meantime, still—

San Francisco Office  
Inside Facts  
**JAY PERRY SILVEY**

**CLIFF WORK AND R-K-O**  
CONDUCTING THE GREATER R-K-O HILLSTREET ORCHESTRA

My Sincere Appreciation To Cliff Work and R-K-O Officials Who Have Helped To Make My Success Possible.

# Here, There and Everywhere On the Air

## Ramblin' With Ralph

By Ralph Foland

On Monday night the KJH staff will troop en masse to Shrine Auditorium to put on a two-hour program for Shrine Family Night. The Monday night program coming through from KFRC gives the KJHers a chance to get out and about the stuff in front of the lights instead of the mike, just for a change.

Leo Tyson, publicity director of KJH, was guest speaker at a Hollywood Rotary Club luncheon this week. The Roosevelt Hotel, life told 'em all about radio and its highlight happenings. And he has plenty of dope on the subject at that.

Words come high in this business. On the Arthur Pryor Band now coming to KJH over the CBS there are only 40 words of advertising used during the 15 minute program; 20 to open and 20 to bow out. The Gremo cigar manufacturers, sponsors, pay at the rate of \$133 per word, or over \$5,000 for this string of verbal pearls.

The next seren star slated for the Wednesday night California Sunset Cocktail program at KJH is Norman Shearer. The star interviews are going big on this hour.

KJH's Hallelujah Hour, an early a.m. affair with Ken Niles officiating is no longer a straight studio broadcast. When the radio characters have taken over 15 minutes of the time.

KELW in Magnolia Park had a couple of entertaining visitors the other morning. One "Duke" of KMETR was expected and prepared for, the other, Buckeye Nicholson of KMPK's Beverly Hills Billies, came in unexpected, but was more than welcome for all that. Both guests stepped up before the KJH microphone. The star interviews are going big on this hour.

De Witt Hager's news digest service over KTM is a handy program to catch if you're in a rush to take the KJH. He gives brief news flashes gleaned and trimmed from the dailies.

On Sunday at 1:30 p. m., Salvatore Santella, musical director of KTM, with an augmented orchestra will start a series of concerts at the Fairfax Theatre. Santella plans to use a wide variety of numbers calculated to appeal to every type of theatre fan. KTM's chief announcer and singer, Don Allen will be one of the featured soloists in the first program. These concerts are to be run prior to the first showing of the house's film fare.

KTM's miniature symphony has been back on the air as a feature. For three months they have been playing incidental music for contraltos, which really waded nearly personnel consents of Dorothy Dee, organist, Evelyn Pickrell, violinist, Marie McAdoo Miller, harpist, and Alexander Horvath, cellist. It's a semi-pro program.

Imogene Mae Hatch, pianist, organist and xylophone player, who was most recently heard over KGO, San Francisco, has arrived in Los Angeles for radio and picture work. She brought six original musical numbers with her, described as hot jazz numbers, and is negotiating for a publisher for them.

"A Visitor from Mars" is a new-comer at KMPK at 4 p. m. today (Saturday, March 21).

"Uncle Josh" will be back with KMPK listeners at 10:30 p. m. from 3:30 to 4:45 o'clock, with a line of rustic humor. "Uncle Josh" was originated several years ago on KJH, and has a big following.

A program broadcast from KMETR is the "Moments of Meditation"—a short feature, every Friday at 8:45 p. m., presenting the story of people playing the spiritual music with the signature selection "Meditation" from Thais by Massenet.

KMETR is now sending out a unique "Broadcast Club" program every morning except Sunday at 7 o'clock and for two hours thereafter.

Miss Kate Smith, warbler, goes on WJZ and the blue network of the National Broadcasting Co. twice weekly, beginning March 17. The obnoxious vocalist will be heard Tuesdays and Fridays for 15 minutes at 11:30 p. m.

Most musicians, by the nature of their calling, are great travelers. But few can claim to be real globe trotters like Bert J. Teagle, conductor of the KFI-KECA orchestra. Teagle has been on the road twice in professional tours.

Amateur moving picture photography absorbs the attention of a number of orchestral musicians at KFI-KECA. Pryor Moore, conductor; Charlie White, timpanist;

## INDE RADIO AGENCY OPENS S. F. OFFICE

SAN FRANCISCO, March 20.—First indie radio agency to commence operations here is the Radio Service Bureau, headed by Henry Rogers and Edward La Miller with headquarters in the Hartsook studios.

Firm covers three fields: program building, artist management and clerical transcription. Independent of radio stations it is building programs for a number of large concerns, later to take the air being the W. P. Fuller hour over NBC with Max Dole featured.

Rogers and La Miller have a flock of aerial artists on various programs and are holding auditions in their Lowell street studios for talent.

Their transactions, on wax, are being placed throughout the country.

Loon Steinberger, trombonist, and Han Wippler, violinist, are the big grind and exposure men in the local fashion, using a rich Irish brogue throughout. That's in addition to all the other character work he does on that station... and it's all good.

Don Wilson has been named chief announcer for KFI-KECA. Wilson has carried out these duties for several months but the title of chief announcer is new at the Anthony station.

odies in their allotted 15 minutes, all from the pop line-up. When they're on at the microphone on the team of Nip and Tuck, they are known respectively as Bert Fish and Bill Tucker.

KMETR KELLEY KAR COMPANY 7:30-7:45 p. m.

Tom Dahl's versatile studio band, Don Abbott, song specialist, and the folk vocal trio, the Rhythmettes, gave out a short program of varied interest to all current customers, looking for dial amusement. The Dahl instrumental aggregation got some new and appealing effects with "Still Was the Night," as sweet a symphony as has come out of Tin Pan Alley for some time. The arrangement on this and other times was strikingly effective, showing care and forethought throughout. Don Abbott was assisted in his pash crooning by Eddie Becker at the piano. His voice shows up equally well with orchestral or ivory accompaniment, but the piano-vocal combination created neat program contrast. The Rhythmettes, who rank easily among the best female harmonizers on the air hereabout, gave a couple of samples of their blending melodies.

KJH BASEMEN'S SHOE DEPT. MAY CO.

Specializing in originality of arrangements, the Hallelujah Quartet of male vocalists gave out some harmonic miffes. They got new effects with the "Peant Vender," and that's a notable achievement with a tune that's been many whacks taken at it as this Mark's hit. "Honeycuckoo Rose" rated high recommendations for

The HARMONIZERS RECORDING TRIO KPO SAN FRANCISCO

## Ramblin' With Hal

By Harold Beck

SAN FRANCISCO, March 20.—Under Bruce Quisenberry's direction the NBC Artists Service is rapidly swinging into shape with a number of artists already signed and a Northwest branch established.

In Portland the firm of Steers and Cannon, headed by N. W. Representatives and will book that entire territory. Lois Steers is director and Wynne Cannon her associate.

Locally Quisenberry has signed Bill Page, NBC, juke star, Eva Grumstein Atkinson, contralto; Paul Carson, organist; Joseph Henry Jackson, book reviewer, and Van Fleming, and Don McNeil, the Quaker Oats traits.

Jack Cooke, local pianist and organist, has gone to Stockton where he has taken over the musical and program directorship of KGD.

The versatility of Bill Wright was more than ever brought to light last Monday night when he m.c'd KERC's jambores in high camp fashion, using a rich Irish brogue throughout. That's in addition to all the other character work he does on that station... and it's all good.

Did you know that when Amos

unfurl charm. The Hallelujah Quartet is under Maceo Johnson's management, scoring with the A-1 quality of four beautifully blended negro voices.

KMETR 8:45-9 p. m.

"The Cave In" is just about as good as radio dramas come and the performances were top notch. David Hartford and Frances Nordstrom depicted a very much married pair, putting over their points in a capsule and clean-cut manner, without over-emphasis. Miss Nordstrom played up a dirty gagging that took the place of giggling to show the uncomfortable situation between husband and wife. Her voice is pleasing, expressive, and natural. And that goes for David Hartford too. This one is "comin' in on the next," and it's safe to assume that dial twisters are going to twist right back to KMETR for the second half of this broadcast. Bare Daniels filled a minor role with neat comedy style.

DENVER, March 20.—A new transmitter of the latest type has been installed at Station KEXE. Included in the new equipment is a modified R. C. A. constant temperature crystal control, employing four stages of screen grid.

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# News And Notes From Tin Pan Alley

## Band Reviews

### LAUGHNER-HARRIS HOTEL ST. FRANCIS

(Reviewed March 9)  
Three years ago a small band drew the dance delectations to a Balboa Beach dancing pavilion. The band was popular for its smooth soft rhythm and its exclusive style of playing the tunes of the day. The boys gained their popularity through their attractive appearances and personalities.

The same band is now one of the most popular musical organizations in San Francisco and the Pacific Coast, and is being built up by SMC as an ace aerial feature. Credit goes mainly to Carl Laughner and Phil Harris who, through expert management, have kept the personnel of the band almost intact. They are entering their second year at the St. Francis and have done great things in building up the clientele.

Eddie Bush's trio joined them for an indefinite engagement and he handles the vocal work with Muzzy singing the vocal work.

At the Jca Dancs on Monday the boys took their place on the canopy stand in the Embassy Room at 4 o'clock—half a smart mix brown suits and wearing the contagious Laughner-Harris smile that makes the San Francisco debaters' hearts skip a beat. They have a unique style of slipping into a number and a pleasing perfect rhythm and softness throughout.

"Wind in the Willow" was first, with Muzzy doing the vocal work. Next was "Foot Me Some More" and Muzzy singing again through the lately installed public address system. His voice is young, but sweet in quality and he has a style all his own. It's a pleasure to hear someone not attempting the Armstrong or Crosby style. His appearance and personality help him more than pleasing voice. Phil Harris, who handles the traps in a delicate style, was featured in "One More Time," doing two choruses in his deep bass voice and imitable style. He has a leaning to the more Ralph Daddian, trumpet, did some muted passages. How this boy goes.

In the second group, "Reaching For the Moon" was first, played in extra slow waltz tempo, the brass section featuring Daddian, Irving "Teh" Shilker and George "Plumsted, trombone. The Eddie Bush trio and Hal Schager sing the chorus. "I Surrender, Dear," followed with Buster Dees doing a

## STEWART TO HAVE N. Y. LIGHT OPERA

Cecil Stewart, whose orchestra is playing with the co-production of "Paris in Spring" at the Majestic, is finishing a light opera which is to have its premiere in New York City this season.

Two big producers are bidding for it and a contract with one of the other will be closed shortly. It has been heard in part by several prominent local show people, including Jesse Lasky, and they have been unanimous in praising it.

Stewart's brother, Joseph Stewart, is designing the sets.

Stewart has long been prominent in his organization. Musicians, both orchestra members and soloist, and his symphonic arrangement have made him a name. Soloists are Emil Franland, Vincini Spolidoro and David Luller.

chorus and the trio coming in for a second chorus. Next was "Just a Gigolo" with the reeds, Bob Hannon, Hal Schager and Del Billings, featured, and the brass, muted, on the second chorus. The trio sang a chorus.

"The very popular "Peanut Vendor" opened the group of numbers done by the trio with Muzzy Marichello working with them. Eddie Bush of the famous high voice, Buster Dees and Earl Randall comprise the trio and their work is beautiful. Their harmony is beyond reproach and they have a soft soothing style. They have the most unique arrangement on the "Vendor" yet heard. Followed with "Song of the Islands," which called for the personnel. Carl Laughner at the piano, Benay.

Johnny Walters, bass; Frank Fencely, banjo and guitar; Milton Martin and Carl Ackley, fiddles, comprise the balance of the personnel. Carl Laughner at the piano, Benay.

### ABE LYMAN ORCHESTRA CARTHY CIRCLE THEATRE

(Reviewed March 16)  
Abe Lyman and his music spell class from the first crash of cymbals to the last note of the trumpet. Showman, musician, artist, and personality of the first water, he rings the bell every time he steps up on the conductor's stand. That's not saying that he isn't missed at his

## Song Leaders

### LOS ANGELES

Song leaders for the week in the Los Angeles territory were:  
1. "I Surrender, Dear"—Powers.  
2. "Blue Again"—Robbins.  
3. "Just a Gigolo"—De Sylva.  
4. "I'm Alone Because I Love You"—Witmark.  
5. "Reaching for the Moon"—Berlin.  
6. "You're the One I Care For"—Santaly.  
7. "You Didn't Have to Tell Me"—Donaldson.  
8. "I'm Alone"—Shapiro.  
9. "Would You Like to Take a Walk"—Remick.  
10. "Consolation"—Famous.

### SAN FRANCISCO

Following are currently heading the list of local best sellers:  
1. "I Surrender, Dear"—Powers.  
2. "Reaching for the Moon"—Berlin.  
3. "Just a Gigolo"—De Sylva.  
4. "Walkin' My Baby"—De Sylva.  
5. "You're the One I Care For"—Santaly.  
6. "Blue Again"—Robbins.  
7. "Just a Gigolo"—De Sylva.  
8. "Don't Forget Me"—Robbins.  
9. "I'm Alone"—Witmark.  
10. "Walkin' My Baby"—De Sylva.

### NORTHWEST

Best sellers in this territory were:  
1. "I Surrender, Dear"—Powers.  
2. "When Your Hair Has Turned to Silver"—Morris.  
3. "Walkin' My Baby Back Home"—De Sylva.  
4. "I'm Alone Because I Love You"—Witmark.  
5. "Ninety-nine Out of a Hundred"—Robbins.  
6. "Just a Gigolo"—De Sylva.  
7. "Moonlight on the Colorado"—Shapiro.  
8. "I Surrender, Dear"—Powers.  
9. "King's Horse"—Fels.  
10. "To Make a Long Story Short"—Red Star.

Other good sellers were: "Sing Song Girl," "Overnight," "River St. Marie," "Reaching for the Moon," "Come Surrender," "Hello Beautiful," "You're the One I Care For."

old post held the drums. Incidentally the present maestro of the traps is someone to keep an eye on. Lyman, opened with "The River and Me," using the tune's negro spiritual influence for all it was worth. Shim Young and Phil Neely shared vocal honors; the latter singing an "Old Man River," interlude under lights that gave the effect of blazes. The same pair got a series of choruses and a healthy flood of bends out of a gag laid-and-lasse in "Let's Play Your Mandolin."

A melody from the "Student Prince" came as nice contrast to following and following numbers. Half the band vocalized the "Drinking Song" and gave it plenty of punch while the brasses carried on their instruments. An unobtrusive tenor left sweet musical echoes chorusing "Deep In My Heart." The closing number was "Milkberg Jigs," as hot and hectic a sequence of notes as can be offered anywhere. Credit Abe Lyman and Herb Taylor for novel and snappy arrangements. The aggregation was handled effectively in the hour slot, and received support from Edward Swan at the organ.

### SINGING AT NEWBERRY'S

Earle Waterman, the Canadian Singing Fool, who recently sang his way from Toronto to Hollywood, is currently plugging songs at Newberry's ultimate goal is the picture game, his interests in this field being handled by Kathryn Kelly.

ON ROOF  
SAN FRANCISCO, March 20.—Scene: Sidewalk in front of Municipal Auditorium. Characters: Hebraic Scribe of Ballotons; Olficious Committee Woman of St. Patrick's Day Celebration.  
Properties: Green pig-shaped balloons on cans.  
Dialog:  
O. C. W.: "What are those things you are selling?"  
H. S. S.: "Pigs."  
O. C. W.: "Pigs nothing. Around here they're elephants."

## TREND OF MUSIC AWAY FROM JAZZ

The musical taste of the American public is changing, and the money men of music are willing to invest their dough on this belief.

The old type of crazy, intoxicated jazz is fading, and now the demand is more and more urgent to the insinuating, lingering type of melody, as for instance, the languorous Latin music.

A recent example of this is seen in the action of the Victor people, who are now planning a \$100,000 campaign to smash Gus Arnheim's latest recordings into the east with the same rapidity as they catch on in western states.

Ray Shields made the recordings here, the numbers being "One More Time" (with Bing Crosby soloing); "I Surrender, Dear," and "I Must Be True." The recordings were perfect, and when the Victor execs heard them, they promoted the idea of the \$100,000 campaign for a snappy eastern invasion.

Arnheim fits into the new order of things 100 per cent, as the trend of music is now strongly toward the European, and Gus spent nine months there recently, accompanied by his arranger, Jimmy Greig.

### DAMROSCH, HARDY OPEN BOWL SEASON

Walter Damrosch will open the Hollywood Bowl's annual season July 7, and will be followed one week later by Sir Hamilton Harty, conductor of the Halle orchestra of Manchester, England, who is to make his American debut in the Bowl. Damrosch, who conducted the New York Symphony orchestra for 20 years and directed in Metropolitan Opera, is making his first Southern California appearance.

The Bowl season is to continue for eight weeks through July and August. With the exception of the first week, two soloists' nights are to be given each week instead of one, as in the past. The Bowl programs are given each Tuesday, Thursday, Friday and Saturday.

## Music Notes

By ARCH WOODY

Leigh Jason, producer of "Humantette" for Radio Pictures, has signed the Los Angeles Orchestra and the Rhythm Boys for his tenth "Humantette" to start soon. Al Boas is famous in Paris and other doing the screen story.

### BUY OLD STORY

Universal has purchased the novel "Frankenstein," written by Mary Wollencraft Shelley, wife of the poet, in 1817. It is hoping it will prove another "Dracula."

### JOINS GUS ARNHEIM

Ramond Weiss has been imported from Los Angeles City by Gus Arnheim to join the latter's orchestra at the Ambassador Hotel. Weiss is famous in Paris and other European night life centers for his playing of the Bandoneon Argentine.

### ABE BLOOM ILL

ABE BLOOM, March 20.—Abe Bloom, local representative for Irving Berlin was confined to his hotel this week after a sudden operation that forced him to drop out of the Fox stage presentation. After his complete recuperation, Bloom will move his music portfolio to the Ambassador Hotel, closing the Kress building office.

### OPEN FOR NASSERS'

SAN FRANCISCO, March 20.—Frank Xavier Gahrn opens Sunday night at Nassers' Castro, neighborhood house, with a six-piece orchestra for two days of the week. The group is in for 10 weeks, and it satisfactory to the Nassers, its union contract will be renewed.

### IS CHORAL DIRECTOR

SAN FRANCISCO, March 20.—Leo Flanders has been named choral director at the Fox Theatre, handling all voices used in that house's weekly Fox Follies. Flanders left Koll and Dill's "Apron Strings" last week where he was orchestra leader.

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